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IN THE CLAIMS:

Please cancel Claims 11-20, without prejudice, please add new Claims 21-30, and please amend Claims 1-10 as provided in the following Listing of Claims:

Listing of Claims:

Claim 1. (Currently Amended) An apparatus for providing compensation based telemarketing information, comprising:

a memory device for storing at least one of individual information for at least one individual, individual telephone number information for at least one individual, and telemarketer information, and at least one of telemarketing call compensation information, telemarketing call reward information, telemarketing call information, and telemarketing call message information, ~~telemarketing subject matter, telemarketing activity information, survey information, survey subject matter, polling information, and polling subject matter,~~

a processor, wherein the processor detects at least one of a telemarketing call being made to an individual, a telemarketing call being answered, and a telemarketing call message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, wherein the processor records information regarding ~~at least one of telemarketing call information or telemarketing call message~~ information provided to the individual, and information obtained from the individual in response to the telemarketing call or the telemarketing call message, and information regarding at least one of a telemarketing call, telemarketing message, telemarketing activity, survey, and poll, and further wherein the processor at least one of calculates a compensation earned by the individual and determines a reward earned by the individual ~~as compensation~~ for the individual at least one of receiving, listening to, and participating in, the ~~at least one of a telemarketing call, or the telemarketing call message, telemarketing activity, survey, and poll,~~ and further wherein the processor stores information regarding at least one of the compensation and a the reward earned by the individual; and

at least one of an output device for outputting information regarding the at least one of the compensation

and a the reward earned by the individual, and a transmitter for transmitting information regarding the at least one of the compensation and a the reward earned by the individual to a communication device associated with the individual.

Claim 2. (Currently Amended) The apparatus of claim 1, wherein the at least one of compensation and a reward earned by the individual is at least one of a cash compensation, or a monetary compensation, non cash compensation, non monetary compensation, a coupon, a discount coupon, a rebate, a rebate coupon, a special offering, a good, a product, a service, and a subscription.

Claim 3. (Currently Amended) The apparatus of claim 1, wherein the processor updates information stored in the memory device subsequent to providing the at least one of a telemarketing call, or the telemarketing call message, telemarketing activity, survey, and poll, to the individual.

Claim 4. (Currently Amended) The apparatus of claim 1, further comprising:

a receiver for receiving information regarding

~~at least one of a the telemarketing call, or the a~~
~~telemarketing message, telemarketing activity, a survey, and~~
~~a poll, which an individual at least one of desires to~~
~~receive, to listen to, and in which to participate.~~

Claim 5. (Currently Amended) The apparatus of
claim 1, wherein the memory device contains information
~~regarding at least one of a telemarketing call, or a~~
~~telemarketing message, telemarketing activity, a survey, and~~
~~a poll, which the individual at least one of desires to~~
~~receive, to listen to, and in which to participate in.~~

Claim 6. (Currently Amended) The apparatus of
claim 1, wherein the communication device associated with the
individual is ~~at least one of a telephone, a computer, a~~
~~personal digital assistant, a wireless telephone, a watch, a~~
~~telephone answering machine, a voice mailbox, a personal~~
~~computer, a video telephone, a wireless device, a handheld~~
~~device, a palm top device, and a personal communication~~
device.

Claim 7. (Currently Amended) The apparatus of
claim 1, wherein the transmitter transmits information
regarding at least one of a compensation and a reward being

offered for at least one of receiving, listening to, and participating in, at least one of a telemarketing call, or a telemarketing call message, ~~telemarketing activity, a survey, and a poll.~~

Claim 8. (Currently Amended) The apparatus of claim 1, wherein the processor generates a message containing information regarding an individual who is willing to at least one of receive, listen to, and participate in, at least one of a telemarketing call, a telemarketing call message, ~~telemarketing activity, a survey, and a poll,~~ and further wherein the transmitter transmits the message to a communication device associated with a telemarketer.

Claim 9. (Currently Amended) The apparatus of claim 1, wherein the processor generates a message containing information regarding at least one of a telemarketing call, a telemarketing call message, ~~telemarketing activity, a survey, and a poll,~~ for which at least one of compensation and a reward is being offered, and further wherein the transmitter transmits the message to a communication device associated with ~~an~~ the individual.

Claim 10. (Currently Amended) The apparatus of claim 1, wherein the at least one of a telemarketing call or ~~the being made to an individual, a telemarketing call message being provided to an individual, telemarketing activity, a survey being performed, and a poll being taken, contains at least one of live information, pre-recorded information, and a combination of live information and pre-recorded information.~~

Claims 11-20 (Canceled).

Claim 21. (New) The apparatus of claim 1, wherein the at least one of compensation and a reward earned by the individual is a coupon or a rebate.

Claim 22. (New) The apparatus of claim 1, wherein the at least one of compensation and a reward earned by the individual is a good, a product, or a service.

Claim 23. (New) The apparatus of claim 1, wherein the at least one of compensation and a reward earned by the individual is a subscription.

Claim 24. (New) The apparatus of claim 1, wherein the communication device associated with the individual is a personal digital assistant or a wireless telephone.

Claim 25. (New) The apparatus of claim 1, wherein the communication device associated with the individual is a video telephone.

Claim 26. (New) The apparatus of claim 1, wherein the communication device associated with the individual is a personal computer.

Claim 27. (New) The apparatus of claim 1, wherein the processor identifies the individual to whom the telemarketing call is made or for whom the telemarketing call message is left.

Claim 28. (New) The apparatus of claim 1, wherein the processor identifies a target audience of individuals to whom the telemarketing call is made or for whom the telemarketing call message is left.

Claim 29. (New) The apparatus of claim 1, wherein the telemarketing call or the telemarketing call message contains video information.

Claim 30. (New) The apparatus of claim 1, wherein the apparatus is utilized on or over at least one of the Internet and the World Wide Web.